

**Northwestern Lehigh Educational Foundation
Meeting of the Board of Directors
Minutes for August 2, 2021**

Members Present: DJ Wolbert, Erin Vermeulen, Judy Henry, Valerie Creitz, Amy Kinnon, Dan Metzger, Jill Krahwinkel, Michael Perinotti, Kristin Grim

DJ called the meeting to order 6:59 pm and requested any changes to the meeting agenda.

Approval of Agenda: Judy motioned to approve; Erin seconded – the motion carried.

Approval of the Minutes: Kristin motioned to approve; Dan seconded – the motion carried.

COMMUNICATIONS

Nothing to share or report.

COMMITTEE REPORTS

Treasurer:

Michael shared the financial budget for the 2021-2022 fiscal year. With a cash balance goal of \$65K we worked backward. We considered fundraising expenses (with increased participation goals) and project fundraising income of \$21K. General donations, sponsors, and restricted donations (EITC), complete the total income of \$198K.

The expenses considered in the budget include professional fees, marketing, general administrative costs, payroll, insurance, and teacher appreciation. Total expenses of \$61,648.

Val shared additional details on the marketing budget specifics for \$13,815.

Allocations included \$110,000 EITC, \$6,000 unrestricted and \$55,000 for mini-grants and special projects.

Val made a motion to accept the budget for fiscal year 2021-2022, Erin seconded – the motion carried.

Michael also reported on the end of the Fiscal year 2020-2021. The cash balance at the end of the fiscal year was \$102,396.58.

Finally, we reviewed the first financial report for the new fiscal year 2021-2022. A lingering expense from a late cashed check for the 5K, income of \$1,509.06, expenses of \$4,576.56, resulted in a cash balance of \$99,329.08.

Bills of \$125 for Dans Camera and \$2,200 for LVSC, previously approved expenses are out for payment.

Governance:

Dan Metzger has announced his resignation, he has accepted a job out of state. Additionally, this is Judy's final meeting (14 years).

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“This has been a huge part of my life. We’ve been in the district for 24 years and knew no one. Both of my kids reaped the benefits of the NWLEF and I have always been so proud to serve on this board. I’m thankful for everything we have been able to accomplish.” – Judy Henry

Val stressed the important of seeking new applicants because we require at least 8 people present to hold any votes. Without active members we could be come unable to fulfill our mission.

Steve Prange and Dan Macaulay will not be seeking reelection in October. Steve plans to remain active on the board through the end of the year, and Dan will remain active until further notice.

Officer elections will be held in October.

Allocations/EITC:

An update will be provided in October now that a budget has been presented for the new fiscal year.

Alumni: Nothing new to report.

Fund Development:

Erin presented a few charts to report on fundraising for the past fiscal year, successes, and challenges.

- Sponsorships – a sub committee was formed to discuss sponsorship structure and opportunity for growth. The committee will be meeting again September 17th and presenting final recommendations at the October meeting.
- Golf Tournament – the event August 13. We are still looking for more golfers, raffle items and volunteers for the day of. We currently have 68 golfers registered – a combination of paid and sponsors.
- Clay Shoot – We are incurring some additional expenses including insurance. Current price per participant is minimum of \$67/pp without fees, breakfast, or lunch. Proposed registration fees \$100, \$110 and \$120. Val motioned to approve; Judy seconded – the motion carried.

PR:

Val shared a few slides presenting google analytics, FB and IG data. Additionally, she shared goals for the fiscal year including improving the quality of the marketing data, launching Google Ad grant campaigns, developing a consistent social calendar and investing in video production.

Development Director Update:

- Annual Sponsor Campaign – \$34,800 received in 2021.
- Sponsor Event subcommittee – meeting Wednesday, August 4 to discuss the annual thank you event

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- Giving campaign – We are going to forego the t-shirts this year and instead invest in amazon gc giveaways, we are also trying to provide a piece of collateral to teachers at the onset of the year to begin the connection and start communication the giving campaign and teacher mini grants.
- Teacher in service is August 24, DJ will update the board on attendance.
- 8 Oaks – Still coordinating a fundraising night at 8 oaks – hopefully Amy will have a date/update soon. Also, for the sponsor thank you event.

OLD BUSINESS:

- Night in the Country – August 21, volunteers are still needed.

NEW BUSINESS:

- Development Director – The annual review is coming soon and the process has begun. DJ proposed that the officers have the discretion to perform the review. Val motioned to approve the officers to facilitate the annual review and valuation of compensation with a scoring metric, up to but not to exceed 3.5% annually, Jill seconded – motion carried. The board members are open to email comments for the annual review to one of the officers before August 13.

Judy motioned to adjourn at 8:34; Dan seconded – the motion carried.